



Office of the City Manager

October 24, 2012

Dear Chula Vista Hotel/Motel Owners and/or Operators:

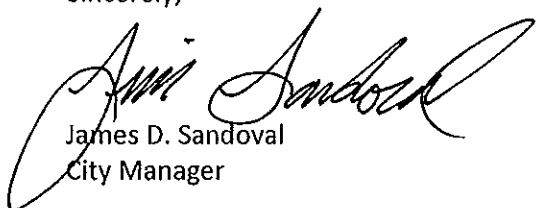
RE: Disestablishment of Chula Vista Tourism and Marketing District

This notice is to inform you that on October 23, 2012, the Chula Vista City Council approved a resolution disestablishing the Chula Vista Tourism and Marketing District (CVTMD) and directing the Director of Finance to distribute any remaining CVTMD revenues and assets pursuant to Streets and Highways Code Sections 36670-36671. As of 12:01 a.m., October 24, 2012, CVTMD hotels and motels are to cease collecting the 2.5% CVTMD assessment.

During the petition period (July 14 – August 13, 2012) the City of Chula Vista received petitions to disestablish the CVTMD from 12 members of the CVTMD representing 53.37% of the total CVTMD assessments for FY 2011-12. A public hearing was set for October 23, 2012 for the City Council to take public testimony and consider the request to disestablish. With the approval of the resolution to disestablish the CVTMD, all funds on account with the CVTMD operator (Chula Vista Chamber of Commerce) are to be turned over to the City within one week of the disestablishment. All revenues remaining after payment of outstanding debts shall be refunded to the district members using the same basis that was used to calculate the assessments levied. The City will keep Hotel/Motel Owners and/or Operators informed of steps and timeline to distribute any remaining revenues in the CVTMD.

All CVTMD fees collected through October 23, 2012 must be included with your October Transient Occupancy Tax (TOT) return. Only TOT taxes should be collected from October 24, 2012 and beyond. For November rentals forward, please use the enclosed revised TOT form. If you have any questions, please contact Tiffany Allen at (619) 691-5250, ext. 3116 or e-mail tallen@chulavistaca.gov.

Sincerely,



James D. Sandoval
City Manager

Attachment